

FISCAL NOTE

SB 198 - HB 520

February 24, 2005

SUMMARY OF BILL: Permits local school districts to contract with an advertising broker or independent contractor for commercial advertising on school buses and billboards on school property. The bill amends current law to authorize advertising on the sides and rear of school buses rather than only on the rear quarter panels; doubles the allowable size of the advertisements; and authorizes color advertisements rather than only black and white. The State Board of Education is directed to promulgate rules and regulations to carry out the provisions of this act. LEAs are required to adopt policies concerning commercial advertising and billboards that comply with rules and regulations of the State Board of Education

ESTIMATED FISCAL IMPACT:

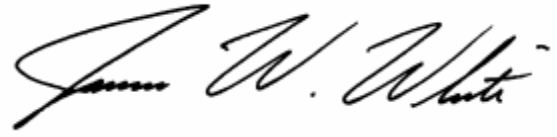
Increase Local Govt. Revenues - Exceeds \$1,000,000/Permissive
Increase Local Govt. Expenditures - Exceeds \$100,000/Permissive

Assumptions:

- Local education agencies will collect fees for these advertisements. The amount of revenues collected will depend on the number of school systems which elect to advertise on buses, the amount charged per bus, and the number of buses used for advertising purposes.
- Local education agencies will also collect fees for billboards on school property that are used for the purpose of advertising.
- The increase in local government expenditures will involve a one-time cost for the advertising logos which are placed on the buses and some administrative costs. Such costs will depend on the cost of the logos and the number of buses which will be used for advertising purposes.

CERTIFICATION:

This is to duly certify that the information contained herein is true and correct to the best of my knowledge.

A handwritten signature in black ink, reading "James W. White". The signature is fluid and cursive, with the first name "James" written in a smaller, more compact script than the last name "White".

James W. White, Executive Director